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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/651,680	08/30/2000	Anil K. Goyal	410093.401	2023

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EXAMINER
PASS, NATALIE

ART UNIT	PAPER NUMBER
3626	

DATE MAILED: 01/09/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary	Application No.	Applicant(s)
	09/651,680	GOYAL, ANIL K.
	Examiner	Art Unit
	Natalie A. Pass	3626

All participants (applicant, applicant's representative, PTO personnel):

(1) *Natalie A. Pass*.

(3)*George C. Rondeau, Jr. (Reg. No. 28893)*.

(2) *Joseph Thomas*.

(4)_____.

Date of Interview: *28 December 2005*.

Type: a)☒ Telephonic   b)☐ Video Conference
      c)☐ Personal [copy given to: 1)☐ applicant   2)☐ applicant's representative]

Exhibit shown or demonstration conducted: d)☐ Yes   e)☒ No.
    If Yes, brief description: _____.

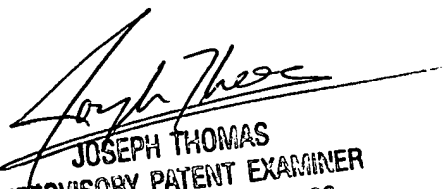Claim(s) discussed: *28 in particular*.

Identification of prior art discussed: *Dahod and Lauffer in particular and all of record in general*.

Agreement with respect to the claims f)☐ was reached.   g)☐ was not reached.   h)☒ N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: *See Continuation Sheet*.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN A NON-EXTENDABLE PERIOD OF THE LONGER OF ONE MONTH OR THIRTY DAYS FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

JOSEPH THOMAS
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 3600

Examiner Note: You must sign this form unless it is an Attachment to a signed Office action.

Examiner's signature, if required

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record
A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews
Paragraph (b)
In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.
All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:
– Application Number (Series Code and Serial Number)
– Name of applicant
– Name of examiner
– Date of interview
– Type of interview (telephonic, video-conference, or personal)
– Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
– An indication whether or not an exhibit was shown or a demonstration conducted
– An identification of the specific prior art discussed
– An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
– The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:
1) A brief description of the nature of any exhibit shown or any demonstration conducted,
2) an identification of the claims discussed,
3) an identification of the specific prior art discussed,
4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
6) a general indication of any other pertinent matters discussed, and
7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

Continuation of Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments:

Discussion revolved about clarification of claim 28 and suggestions for possible changes to the claim language that could help put the claim limitations in better condition for allowance or appeal.

It was suggested that the claims would better differentiate over the applied art if the "selecting" and "receiving" steps were more actively recited and if the "using" step was more clearly defined.

It was further pointed out to Applicant that any changes to claim language must be supported in the originally filed specification. It is requested that Applicant point to specific page and line numbers of the originally filed specification for support of any newly added limitations.

Examiner will reconsider the references in light of amendments made that clarify the claims. .

LAWYERS

Davis Wright Tremaine LLP

Dt wt

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FACSIMILE TRANSMITTAL

Date: December 9, 2005

SEND TO:

NAME	**FIRM/COMPANY/CONFIRMATION NO.**	**FAX NUMBER**
Examiner Natalie Pass	**Patent & Trademark Office**	**571.273.6774**

FROM:

George C. Rondeau, Jr.   Telephone: (206) 628-7739   Fax: (206) 628-7699

NUMBER OF PAGES (including cover page): ▬▬▬▬▬▬ **10**

Floor Sent From: _____   Time Sent:_____ AM PM   Operator:_____

RETURN TO SENDER: VIA INTRAOFFICE MAIL ☐   WILL PICK UP ☐   EXTENSION:_____

COMMENTS:

Re: Applicant Initiated Interview Request Form for Serial No. 09/651,680, filed 08/30/2000, entitled SYSTEM AND METHOD FOR RECORDING AND REPORTING CONSUMER MONETARY COMMENTARY; Applicant: Anil K. Goyal, Attorney Docket No. 52886-9.

IF YOU DO NOT RECEIVE ALL PAGES OF THIS TRANSMISSION,

Applicant Initiated Interview Request Form

Application No.: **09/651,680**   First Named Applicant: **Anil K. Goyal**
Examiner: **Natalie Pass**   Art Unit: **3626**   Status of Application: **Final Office Action**

Tentative Participants:
(1) **George C. Rondeau, Jr.**   (2) **Examiner Pass**

(3)_____   (4)_____

Proposed Date of Interview: **12/28/05**   Proposed Time: **4:00** (AM/**PM**)

Type of Interview Requested:
(1) |x| Telephonic   (2) [ ] Personal   (3) | | Video Conference

Exhibit To Be Shown or Demonstrated: [x] YES   [ ] NO
If yes, provide brief description: **Claim chart for claim 28 (copy attached)**

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) Rejection	Claim 28	Dahod & Lauffer	[ ]	[ ]	[ ]
(2)_____	_____	_____	[ ]	[ ]	[ ]
(3)_____	_____	_____	[ ]	[ ]	[ ]
(4)_____	_____	_____	[ ]	[ ]	[ ]

[ ] Continuation Sheet Attached

Brief Description of Arguments to be Presented:
See third column of Claim 28 claim chart attached
_____
_____

An interview was conducted on the above-identified application on _____.
NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).
This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Applicant/Applicant's Representative Signature   Examiner/SPE Signature

George C. Rondeau, Jr.
Typed/Printed Name of Applicant or Representative

28,893
Registration Number, if applicable

Claim 28	Patent Application S/N 09/651,680 technical disclosure	Cited Prior Art Dahod, et al. 6,574,608 and Lauffer 6,223,165
method for consumer recording and publicly reporting monetary commentary using a commentary reporting service, the method comprising:	Page 4, line 14: The present invention is directed to a technique that permits consumer commentary about a business entity, organization, product, service, etc. Page 4, line 23: The consumer may provide commentary that is monetary. Page 4, line 25: The financial expression of that commentary, similar to a tip at a restaurant, may be a positive tip or a negative tip, depending on the consumer's experience. Page 8, line 12: However, with a restaurant one is unable to leave a "negative" tip as can be done with the system of the application. Page 4, line 27: The positive or negative tip may be used to build up or down the reputation of the user-selected entity. Page 9, line 8: Subsequent users may access the server 200 to review the results of other consumers' experiences.	The Office Action of August 2, 2005, in Paragraph 9 on page 7, states that Dahod teaches a method for consumer recording and publicly reporting monetary commentary using a commentary reporting service. However, Dahod describes a Web-based system for efficiently and inexpensively connecting buyers and sellers. It primarily is constructed to allow buyers to find qualified sellers with little effort and at no cost (and less so, to allow sellers to find qualified buyers without using costly mass marketing). A fee is paid by the seller to communicate with the buyer for the purpose of discouraging unwanted communications from the buyer's point of view (i.e., to inhibit junk mail responses from sellers to buyers) (see Dahod col. 4, lines 47-64, and col. 6, line 56-59). It has nothing to do with a monetary commentary system or method.
receiving an entity selecting electronic communication from each of a plurality of data inputting users different from the commentary reporting service, the entity selecting communication being used to select an entity from a plurality of entities different from the commentary reporting service and the user;	Page 14, line 1: At step 282 of Fig. 8, the consumer accesses the server 200 via the communication link 202. Page 14, line 2: In step 284, the user selects the desired product (page 13, line 27: or business entity, organization, etc.), or searches for the selected product/entity. Page 8, line 15: The consumer may access the server 200 using the end user computer 102 and provide a positive or negative "tip" to register the consumer's satisfaction or dissatisfaction with the restaurant service and know that his/her tip will be publicly displayed on the Internet for all other consumers to see. Page 9, line 13: When the consumer accesses the server 200, the screen display 210 (Fig. 3) includes tab list 212 of different product categories or business entities and/or organizations the user can select. Page 9, line 18: The screen display 210 also includes a search window 214 to permit the consumer to search for a desired business entity, organization or product.	The Office Action in Item 9 on page 7 states that Dahod teaches a method for receiving an entity selecting electronic communication from each of a plurality of data inputting users different from the commentary reporting service, the entity selecting communication being used to select an entity from a plurality of entities different from the commentary reporting service and the user, citing to Dahod col. 4, lines 65 to col. 5, line 22, and col. 5, lines 39-40. However, the buyer in Dahod does not select an entity for which he will cause a monetary commentary of the buyer's satisfaction/dissatisfaction to be built as required by claim 28, but rather just posts a list of what he wishes to buy (see Dahod col. 5, lines 7-10, and lines 40-41). No names are input by the user/buyer of any seller, just the goods/services the buyer desires to buy (i.e., no entity selection is made). The only data on an entity submitted is what the user/buyer submits on the buyer himself (i.e., his username and password - see Dahod col. 5, lines 10-13, and lines 18-22). The user/buyer in Dahod does not select an entity different from himself, as required by claim 28.

1

or each of the data inputting users:	Not discussed.	
providing a positive rating category and a negative rating category for the data inputting user-selected entity;	Page 10, line 25: The system 100 is implemented as an input process, in which a consumer provides a positive or negative tip based on the consumer satisfaction or dissatisfaction with an entity. Page 8, line 15: The consumer may access the server 200 using the end user computer 102 and provide a positive or negative "tip" to register the consumer's satisfaction or dissatisfaction with the restaurant service and know that his/her tip will be publicly displayed on the Internet for all other consumers to see.	The Office Action in Paragraph 9 on page 7 states that Dahod teaches providing "buyer reputation information" (which is asserted to read on "a positive rating category and a negative rating category for the data inputting user-selected entity," citing to Dahod Fig. 8, Item 254, col. 6, lines 9-10. However, the buyer in Dahod registers with the system and then posts a listing on the Web site describing the product/service he desires to purchase and later retrieves any responses from sellers (see Dahod col. 5, lines 7-10). As shown in Figure 8 of Dahod, a buyer listing 250 is generated which includes the goods/services the buyer is interested in buying, and some information about the buyer (not about the seller who is yet unknown) (see Dahod col. 5, line 63 – col. 6, line 16). The buyer reputation information 254 referred to by the Office Action is information on the buyer NOT the seller (or any other entity selected by the user/buyer as required by claim 28). It simply indicates how many times the buyer has revealed his true identify to the seller which, if often, indicates the buyer is a serious buyer (see Dahod col. 6, lines 9-16, and col. 7, lines 10-21). Dahod does not provide both a "positive rating category" and a "negative rating category" as required by claim 28, and the "buyer reputation information" referred to in the Office Action is not for a user-selected entity as required by claim 28. The "buyer reputation information" in Dahod is completely in the hands of the buyer since it simply reflect how many times the buyer himself chose to reveal his true identify in order to complete a purchase. No one rates another person/entity by selecting from two alternative rating categories as required by claim 28. The "buyer reputation" in Dahod is not a rating by another person, and when considering the buyer as the user, it is not a rating of an entity different from the user, both as required by claim 28.

2

| receiving user input from the data inputting user to select either the positive rating category or the negative rating category for the data inputting user-selected entity; and | Page 14, line 10: In step 286 of Fig. 8, the user enters data indicative of a commentary to build the reputation up or down for the selected product/entity. Page 8, line 19: For example, in addition to whatever tip is left at a restaurant, the consumer may reward the restaurant or express his dissatisfaction with the restaurant service, by providing a positive tip while accessing the server 200 thus building up the reputation of the restaurant, or by providing a negative tip and thus building down the reputation of the restaurant. Page 8, line 27: The consumer may provide a positive or negative tip as a means for registering satisfaction with an entity even for businesses not subject to conventional tipping. | The Office Action in Paragraph 9 on page 8 states that Dahod teaches receiving user input from the data inputting user to select either the positive rating category or the negative rating category for the data inputting user-selected entity, citing to Dahod col. 6, lines 10-18.

However, as noted above, there is nothing in Dahod teaching use of positive and negative rating categories, and no input is received from the buyer (the inputting user in Dahod) that selects either a positive rating category or a negative rating category of any type, and certainly not for an entity selected by the user, all being required by claim 28. The entity selected by the user is defined in claim 28 as being different from both the commentary reporting service and also the user, thus the "buyer reputation information" cannot be considered as reputation information on a "user-selected entity" since the entity the user selects cannot be the user/buyer himself and the reputation information in Dahod is only about the user/buyer. Any buyer reputation information in Dahod cannot satisfy the requirement in claim 28 that the reputation be of an entity selected by the user/buyer which is different from the user/buyer. As noted in the Office Action, Dahod only refers to "buyer reputation information", and not to any reputation information on any entity other than the user/buyer, as required by claim 28.

Further, there in no teaching in Dahod of "a positive rating category and a negative rating category" for the user-selected entity, as required by claim 28. Dahod receives no user input selecting either a positive rating category or a negative rating category since Dahod only teaches a system counting how many times the buyer has revealed his true identity to the seller which, if often, indicates the buyer is a serious buyer (see col. 6, lines 9-16, and col. 7, lines 10-21). This information is not received as input from a user for a user-selected entity, as required by claim 28. The Dahod system generates its "buyer reputation information" simply by counting system events that occur for a user/buyer. |

3

receiving a monetary contribution to the commentary reporting service from the data inputting user in an amount selected by the data inputting user,	The Office Action in Paragraph 9 on page 9 admits that Dahod fails to explicitly disclose receiving a monetary contribution to the commentary reporting service from the data inputting user in an amount selected by the data inputting user. The Office Action asserts that Lauffer teaches receiving a monetary contribution to the commentary reporting service from a data inputting user in an amount selected by the data inputting user, citing Lauffer col. 8, lines 1-52.
Page 14, line 8: In step 286 of Fig. 8, the user enters a desired value, typically a dollar value based on the level of satisfaction/dissatisfaction with the product/entity selected. Page 11, line 4: The consumer may provide a positive or negative tip using a credit card, bank card or the like. Page 12, line 3: The user enters a dollar amount that they wish to spend in a quantity data field 238 and selects whether the consumer wishes to build up or down a reputation of the selected entity. Page 12, line 9: The dollar amount entered by the user in the quantity data field 238 is reflective of the level of satisfaction or dissatisfaction of the consumer with the selected entity.	However, Lauffer does not supply anything of claim 28 that is missing in Dahod. Lauffer describes a system for the delivery of advice to consumers via a server that stores the names of experts who can be selected by the user to supply the desired information. While Lauffer is cited to find the admittedly missing step in claim 28 of "receiving a monetary contribution to the commentary reporting service" from the user in an amount selected by the user, in fact, Lauffer only describes payment of money to compensate the expert rendering advice to the user for the time spent by the expert. The example given in Lauffer at col. 9, lines 25-61 makes it clear that the user simply is paying for services rendered based upon a stated charge rate and the time spent by the expert rendering the service (a 5 minute call charged at $1 per minute costs the user $5 less a $.50 rebate for rating the expert; the system takes a portion of the payment as its cut). At best, Lauffer only show that a computer based system can accept payments from a user, and nothing more.

As will be discussed below, Dahod only shows receiving payment of a small fee required by sellers accessing the user/buyer posted listings simply to discourage junk mail.

Neither Lauffer nor Dahod, alone or in combination, teach receiving a monetary contribution in an amount selected by the user, which as discussed below, is used in conjunction with the rating category selection of the user for building a monetary commentary of user satisfaction and user dissatisfaction with an entity selected by the user with the resulting reputation of the selected entity dependent of the amount of the money paid by the user, as required by claim 28.   A monetary contribution used to building the monetary commentary, thus allowing a user to express his degree of satisfaction or dissatisfaction with the entity he selects for rating by paying as large or small an amount as he selects, is a fundamental element of claim 28 and is missing from both Dahod and Lauffer. |

4

using the monetary contribution and rating category selection of the data inputting user for building a monetary commentary of data inputting user satisfaction or dissatisfaction with the data inputting user-selected entity based upon the monetary contributions associated with the positive rating category and the monetary contributions associated with the negative rating category by the plurality of data inputting users for building the reputation of the data inputting user-selected entity up or down;	Page 14, line 12: In step 290 of Fig. 8 the server 200 records the monetary commentary of the user, and the data storage structure 204 is altered to reflect the recently recorded monetary commentary from the user. Page 14, line 14: Thus, the consumer is able to easily select a desired product/entity and register the consumer's satisfaction/dissatisfaction by building a reputation up or down and providing a monetary payment indicative of the level of satisfaction/dissatisfaction. Page 10, line 2: In the example illustrated in Fig. 3, the consumers have contributed $4.7 million to build up the reputation of Telephone Company X and $1.2 million to build down the reputation of Telephone Company X. (Note: both the $4.7 million and $1.2 million amounts are paid to the reporting system, not to Telephone Company X, by consumers to who wish to express their views and thereby help to establish a reputation, both positive and negative, for Telephone Company X that will be available for others to review).	The Office Action in Paragraph 9 on page 8 states that Dahod teaches using "information entered by the user" (citing Dahod col. 5, lines 18-19, as such reading on "monetary contributions") and rating category selection of the data inputting user for building a "listing" (citing Dahod col. 6, lines 17-18, again stating such reads on "monetary contributions") of data inputting user satisfaction or dissatisfaction with the data inputting user-selected entity based upon the "information entered by the user" (citing Dahod col. 5, lines 18-19, stating such reads on "monetary contributions") associated with the positive rating category and the contributions associated with the negative rating category by the plurality of data inputting users for building the reputation of the data inputting user-selected entity up or down (citing Dahod col. 5, line 62 to col. 6, line 16). However, while the Office Action cites to Dahod col. 5, lines 18-19 and states that using "information entered by the user" reads on "monetary contribution," the Office Action later states that Dahod fails to explicitly disclose receiving a monetary contribution. Clearly, the Office Action recognizes Dahod does not teach use of a monetary contribution, and equally clear, the "information entered by the user" in Dahod is not the same as the monetary contribution required by claim 28. Dahod at col. 5, lines 18-19 only discusses specific information entered by the buyer, that being username and password, which is transmitted to the Web server, and as noted at Dahod col. 5, lines 20-22, that information is used to provide the buyer with secured access to responses posted by sellers. There is no discussion of any money being contributed, and certainly, no monetary contribution received from the user/buyer in connection with and related to a rating category selection by a user/buyer for building a monetary commentary of user/buyer satisfaction or dissatisfaction. As discussed above, the only money mentioned in Dahod is for a totally different purpose – a small fee the seller is billed if the buyer accesses or retrieves the response of the seller to the buyer's posted listing (see Dahod col. 4, lines 47-64 and col. 6, line 56-59). Dahod does not even deal with the buyer actually paying for the goods/services he eventually will purchase from a seller if a complete transaction results. There is certainly no teaching in Dahod to use a seller fee charged to the seller to discourage sellers from sending junk mail over the Dahod system in response to all buyer posted listings (see Dahod col. 4, lines 60-64, and col. 6, lines 65-col. 7, line 9) to build a monetary commentary of user satisfaction/dissatisfaction with a user-selected entity, as required by claim 28. As discussed above, Lauffer only teaches charging a fee for the actual services rendered based on the time expended by an expert rendering the

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service, and in no way teaches or suggests modifying the system of Dahod to create a system to use money paid by a user to register his satisfaction or dissatisfaction, whichever he indicates from the two, with an entity selected by the use, as required by claim 28.

The Office Action cites to Dahod col. 6, lines 17-18 as describing a rating category selection by the user for building a "listing" of user satisfaction or dissatisfaction with the selected entity based on information entered by the user (stating this reads on "monetary contribution"). But, Dahod col. 6, lines 17-18 only discusses that a potential seller can study the listing of goods/services and buyer information to decide whether or not the seller wishes to respond. There is nothing about inputting anything to do with satisfaction or dissatisfaction about an entity different from the user or for that matter about anybody in order to build commentary data. In Dahod col. 6, lines 9-16 it is made clear that the only reputation information is buyer reputation information that is nothing more than a value indicating how many times the buyer chose to reveal his identity to a seller. It has nothing to do with satisfaction or dissatisfaction, or with building up data of buyer satisfaction and dissatisfaction with another such as a selected seller, and there is nothing about basing that data on not only the positive or negative category selected but also the amount of the monetary contribution selected by the user/buyer, all of which are recited in claim 28.

As discussed above, no money is discussed in Dahod for building the reputation of anyone, as required by claim 28. The "buyer reputation information" in Dahod is not based on the satisfaction or dissatisfaction by someone else who selects one or the other (there is no description on anyone being given the option to select one or the other of these two categories), and neither is the "buyer reputation information" in Dahod based on an amount of money contributed by someone for purposes of registering a degree of satisfaction or dissatisfaction with the buyer. The only money mentioned in Dahod is for a totally different purpose – it is a small fee the seller is billed if the buyer accesses or retrieves the response of the seller to the buyer's posted listing for the purpose of inhibiting junk mail responses from sellers to buyers (see Dahod col. 4, lines 47-64, and col. 6, line 56-59). Dahod does not even seem to deal with the buyer actually paying for the goods/services he eventually will purchase from a seller if a complete transaction results. The Dahod computer system appears primarily intended to just get buyers and sellers together.

Claim Element	Support	Argument
a computer associated with the commentary reporting service, storing data related to monetary commentary for the data inputting user-selected entity;	Page 14, line 12: In step 290 of Fig. 8 the server 200 records the monetary commentary of the user, and the data storage structure 204 is altered to reflect the recently recorded monetary commentary from the user. Page 14, line 27: The server 200 may calculate statistical data, such as the average amount of tips that consumers have made for both building up and building down the reputation. Page 7, line 29: The data storage structure 204 contains data for a number of different vendors for which customers may provide commentary in the form of positive or negative monetary amounts to build the reputation up or down for a user-selected entity. Page 14, line 21: The server 200 processes the data for storage in the data storage structure 204.	As discussed above, Dahod does not teach a commentary reporting service and neither does it teach such a service storing data related to monetary commentary for an entity selected by a user. Applicant reserves the right to present additional supporting details distinguishing claim 28 over Dahod and Lauffer for these reasons.
receiving an electronic communication from a data reviewing user to select an entity from among the plurality of entities;	Page 17, line 2: In step 302 of Fig. 9, the user transmits selection/search criteria to the server. Page 17, line 11: For example, the user may select hotels using the tab list 212. Page 10, line 28: Consumers may access the server 200 to retrieve data and thereby determine other consumers' satisfaction/dissatisfaction with an entity. Page 15, line 25: The consumer retrieves reputation data of a business entity/product by accessing the server 200 in a well-known fashion, such as using the Internet. The user may select a specific company or product using the tab list 212 or by entering data in the search window 214.	As discussed above, Dahod does not teach a commentary reporting service for an entity selected by a user, storing data related to monetary commentary for an entity selected by a user, and neither does it teach such a service receiving an electronic communication from a data reviewing user to select an entity from among the plurality of entities. Applicant reserves the right to present additional supporting details distinguishing claim 28 over Dahod and Lauffer for these reasons.

7

In response to the electronic communication from the data reviewing user, retrieving stored monetary commentary data related to the data reviewing user-selected entity; and	Page 17, line 20: In step 304 of Fig. 9, the server 200 accesses the data storage structure 204 using the communication link 206. The server 200 can search the data storage structure 204 in a conventional manner to extract data based on the transmitted selection/search criteria. Thus, the data storage structure 204 provides data to the server 200 based on the user-specified criteria. Page 15, line 28: If the user enters data, such as "Telephone Company X" in the search window or selects "telephones" using the tab list 212, the server will transmit data such as shown in the screen display 210 of Figure 3 (showing that the consumers have contributed $4.7 million to build up the reputation of Telephone Company X and $1.2 million to build down the reputation of Telephone Company X).	As discussed above, Dahod does not teach a commentary reporting service storing data related to monetary commentary for an entity selected by a user, and does teach such a service receiving an electronic communication from a data reviewing user to select an entity from among the plurality of entities, and neither does it teach in response to an electronic communication from a data reviewing user, retrieving stored monetary commentary data related to the data reviewing user-selected entity. Applicant reserves the right to present additional supporting details distinguishing claim 28 over Dahod and Lauffer for these reasons.
indicating the monetary commentary data related to the data reviewing user-selected entity.	Page 17, line 24: In step 306 of Fig. 9, the server 200 formats the retrieved data for subsequent display to the user. Page 18, line 3: In step 308, the server 200 transmits the formatted data to the user. Page 18, line 5, in step 310, the end user computer 102 displays the data on the display 140 of the user's personal computer. Page 15, line 28: If the user enters data, such as "Telephone Company X" in the search window or selects "telephones" using the tab list 212, the server will transmit data such as shown in the screen display 210 of Figure 3 (showing that the consumers have contributed $4.7 million to build up the reputation of Telephone Company X and $1.2 million to build down the reputation of Telephone Company X).	As discussed above, Dahod does not teach a commentary reporting service storing data related to monetary commentary for an entity selected by a user, does not teach such a service receiving an electronic communication from a data reviewing user to select an entity from among the plurality of entities, and does not teach retrieving stored monetary commentary data related to the data reviewing user-selected entity in response to an electronic communication from a data reviewing user, and neither does it teach indicating monetary commentary data related to a data reviewing user-selected entity. Applicant reserves the right to present additional supporting details distinguishing claim 28 over Dahod and Lauffer for these reasons.

8